



August 29, 2011

To Whom It May Concern

Company Name: Milbon Co., Ltd.
Title of Representative: Ryuji Sato, Representative Director and President
(Code Number: 4919 – First Section of the Tokyo Stock Exchange)
Contact: Masahiro Murai, Executive Director
TEL: 06-6928-2331

New Product - "Nigelle Dressia Collection Wax Series"

Nigelle Dressia Collection, a new styling brand, has been created as a "professional design tool that transmits trend designs" in an environment where hair design trends are changing in association with the diversification of the female sense of value from an emphasis on "form (shape)" to an emphasis on "texture (feel, quality)" that expresses a seasonal taste or image.

By making it easier to express the movement of the top of the head (crown), which was difficult with previous waxes, the newly launched "Wax Series" has realized the creation of a casual, foreign-looking "texture that is not too determinative". We will continue to support the strengthening of trend texture proposals for customers and the ingenuity of hair designers with continuing market launches of new items.

Product concept

Wax Series to create. "texture that is not too determinative"

Product features

A 3-product lineup interlinked with the movements of the fingers of pro hair designers who express "texture that is not too determinative".

[1] FLICK WAX

- This "gel-wax formulation" that spreads smoothly and thinly in the hand supports the movement of the fingers breaking down the surface of the hair randomly and expresses a light, fluffy feeling.

[2] TRACE WAX

- This "melt-spread formulation" that seems to melt in the hands supports movement that makes the fingertips slide and expresses cohesion of the hair tips while preserving lightness.

[3] GRASP WAX

- This "time-lag formulation", which has a setting power with a time difference, supports an action that grasps the hair roots to express a well-modulated 3D feel.

Product explanation movie (YouTube transmission)

1. For hair designers <http://www.youtube.com/user/nigelledressia>
2. For general customers <http://www.youtube.com/user/milbonchannel>

Volume/price

Product name	Volume/price
Nigelle Dressia Collection FLICK WAX	30 g: 1,200 yen 80 g: 1,600 yen
Nigelle Dressia Collection TRACE WAX	
Nigelle Dressia Collection GRASP WAX	

Planned sales value for this term

130 million yen

Launch date

September 1, 2011